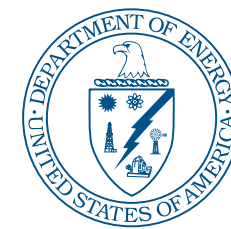


ENERGY STAR®
Change a Light, Change the World Campaign

EXECUTIVE TOOLKIT



CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR



www.energystar.gov/JoinCAL

THANK YOU

ENERGY STAR® *Change a Light, Change the World Campaign*

On behalf of the **U.S. Department of Energy**, the **U.S. Environmental Protection Agency**, and the **U.S. Department of Housing and Urban Development**, THANK YOU for your interest in the ENERGY STAR *Change a Light, Change the World Campaign*!

This Exciting Campaign Provides:

- A chance to lead by example and spread the message that each of us has a responsibility to be energy smart by being energy efficient. Changing a light bulb is an illuminating and easy way to advance this message.
- An opportunity for you to unite with forward-thinking leaders throughout the country in an established, timely, and reputable national campaign to promote actions that reduce energy needs, save money, and reduce the carbon dioxide emissions that can trap unwanted heat in the Earth's atmosphere.
- Inclusion in national and local media outreach efforts; and
- Potential opportunities to tie into local ENERGY STAR retail, manufacturer, or utility partner activities as well as providing a launching point or reminder about additional year-round energy efficiency efforts that you are pursuing.

www.energystar.gov/JoinCAL

BACKGROUND

ENERGY STAR® *Change a Light, Change the World Campaign*

In its 7th year, the annual ENERGY STAR ***Change a Light, Change the World*** Campaign is a national challenge to encourage every American to help change the world, one light—one energy-saving step—at a time. With nearly 20% of our nation's residential electricity used to light homes, each American can take a simple action—changing an inefficient bulb to an ENERGY STAR qualified compact fluorescent light—to save energy, money, and the environment.

LAST YEAR

MORE THAN 70,000 people in all 50 states and several U.S. territories signed the ENERGY STAR Change a Light pledge, meaning we will avoid using more than 23 million kWh of energy and prevent more than 33 million pounds of greenhouse gas emissions.

NEARLY 100 million media impressions from print, radio, and television coverage of the ENERGY STAR *Change a Light, Change the World Campaign* call-to-action and the benefits of switching to ENERGY STAR lighting.

NATIONAL TV exposure on CNN, CNN en español, NBC, Oprah and more.

MORE THAN 38 million customers were reached by advertisements produced by retailers, utilities, and manufacturers.

THE NEXT STEP IS UP TO YOU

Please let us know that we can count on you to participate in the ENERGY STAR *Change a Light, Change the World Campaign* by registering your activity on-line at www.energystar.gov/JoinCAL today!

Thank you for your consideration and we look forward to your involvement.



MAYORS' ACTION LIST

ENERGY STAR® *Change a Light, Change the World Campaign*

2006 Goal: 500,000 Pledges!

The 2006 ENERGY STAR *Change a Light, Change the World Campaign* runs from October 1 through November 30 in sync with Energy Awareness Month, Daylight Saving Time and the peak lighting sales season. As city leaders, mayors play a key role in educating citizens about energy efficiency. Here are some ways to show your support and take the opportunity to promote energy efficiency throughout your city.

PLEDGE YOUR PERSONAL COMMITMENT

TAKE the ENERGY STAR *Change a Light Pledge* at www.energystar.gov/changealight. The pledge is also available en español.

MAKE A PROCLAMATION

PROCLAIM October 4, 2006 ENERGY STAR *Change a Light Day* in your city. See the enclosed proclamation template for customizable sample language.

SPREAD the word. If your proclamation is confirmed before October 4, the U.S. Department of Energy, the U.S. Environmental Protection Agency, and the U.S. Department of Housing and Urban Development will help spread the word to local event organizers in your region!

TAKE FURTHER ACTION

SHARE YOUR COMMITMENT. Set a pledge goal for your city and track the difference your community is making by signing up as a pledge driver.

HOST AN EVENT

- CHANGE to ENERGY STAR qualified bulbs in a publicly-owned facility such as a school or library.
- Tell the World – register your event at www.energystar.gov/JoinCAL and get global recognition.
- Post a link to the ENERGY STAR *Change a Light* pledge from your city's Web site. Encourage your residents to do their part by taking this important pledge to increase energy efficiency.

ENCOURAGE city employees to take the ENERGY STAR *Change a Light* pledge. Send an e-mail encouraging them to take the pledge and change out an inefficient bulb.

- Direct city facilities to change to energy-efficient lighting.

INVITE schools to participate by using the new 2006 ENERGY STAR classroom materials available at www.energystar.gov/JoinCAL.

Visit www.energystar.gov/joinCAL for more ideas and to see highlights of 2005 events.

We hope that we can count on YOU to help *Change a Light, and Change the World!*



CAMPAIGN TALKING POINTS

ENERGY STAR® *Change a Light, Change the World* Campaign

Feel free to use the following talking points to develop your Campaign outreach materials.

CHANGE A LIGHT, CHANGE THE WORLD with ENERGY STAR

- The ENERGY STAR *Change a Light, Change the World* Campaign is a national call-to-action from the U.S. Department of Energy (DOE), the U.S. Environmental Protection Agency (EPA), and the U.S. Department of Housing and Urban Development (HUD) to encourage every individual to help change the world, one light—one energy-saving step—at a time.
- Going into its 7th year, the Campaign provides a central rallying point on ENERGY STAR Change a Light Day, Wednesday, October 4th, 2006, and runs through the fall. Partners across the nation will help celebrate this day with activities, events, government proclamations, and store promotions around energy-efficient lighting.
- Key supporters of the Campaign include leading manufacturers, utilities, retailers, non-profit organizations, state governments, schools and community groups who join together to run energy-efficient lighting promotions and events each fall in support of the nationwide effort.

THE ENERGY STAR CHANGE A LIGHT PLEDGE

- At the Campaign's heart is the ENERGY STAR Change a Light pledge, an online form for individuals to commit to being more energy efficient by switching one light bulb in their home to an ENERGY STAR qualified one. Found at www.energystar.gov/changealight, this pledge is also a simple, but vital method of forming a community of inspired individuals across the nation to commit to saving energy and reducing greenhouse gases. To give you an idea of how the energy and environmental savings can add up, individuals who pledged to change a light in 2005 alone have the potential to reduce more than 33 million pounds of greenhouse gas emissions and more than 23 million kilowatt hours of energy, thereby saving more than \$2 million on American's utility bills.
- The goal is to encourage at least 500,000 individuals to take the ENERGY STAR Change a Light pledge. Every light changed is a step in the right direction to preserve energy resources and our environment for this generation and the next. Just think, if we changed a bulb for every child in America, this would save enough energy to light more than 15 million homes for an entire year and prevent more than 30 billion pounds of greenhouse gas emissions.
- For the first time, organizations can play a more personal role by setting their own pledge goal and inviting their community to join the larger ENERGY STAR Change a Light community. Organizations can then demonstrate the difference their community of individuals is making to preserve our nation's energy resources and environment.

OUR ENVIRONMENT

- Most people want to do their part to help our environment, but many don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.
- Lighting accounts for 20 percent of the average home's electric bill and is one of the easiest places to save energy. Simple steps, such as changing a light at home, can save on energy bills while



TALKING POINTS (CONTINUED)

ENERGY STAR® Change a Light, Change the World Campaign

also helping to reduce the risks of global climate change. That's because most electricity in our country is still generated by burning fossil fuels, which releases greenhouse gas emissions into our atmosphere. Last year alone, with the help of ENERGY STAR, Americans saved the energy required to power 15 million homes and reduced air pollution equivalent to taking 14 million cars off the road—while saving \$7 billion on energy bills.

- The energy used in the average home contributes more than twice the greenhouse gas emissions of the average car. This is because the electricity is typically generated by burning fossil fuels, and this burning releases greenhouse gases into our air. By using energy more efficiently at home, less electricity needs to be generated. ENERGY STAR encourages Americans to be aware of their energy use and an easy place to start is by switching the lights they use most to ones that have earned the ENERGY STAR.

ENERGY STAR QUALIFIED LIGHTING

- Energy-efficient light bulbs and fixtures that earn the ENERGY STAR offer the latest in style and convenience, and the quality that consumers expect. They offer warm, bright light, and compared to traditional models use at least two-thirds less energy and last up to 10 times longer.
- ENERGY STAR qualified light bulbs are available in different sizes and shapes, which fit in almost any fixture. On average, each bulb can save more than \$30 in electricity costs over the lifetime of the bulb and prevent more than 450 pounds of greenhouse gas emissions.
- ENERGY STAR qualified bulbs and fixtures produce about 70% less heat, so they're safer to operate and can cut energy costs associated with home cooling.
- Energy-efficient lighting doesn't stop at light bulbs. ENERGY STAR qualified light fixtures come in hundreds of popular styles, including portable fixtures—such as table, desk, floor and torchiere lamps—and hard-wired fixtures such as outdoor, cabinet, suspended, ceiling-mount, recessed, wall-mount, and ceiling fans. When choosing your new fixture, pay attention to the amount of light, or lumens, it will provide or note the wattage equivalent (e.g. it may be labeled '100-watt equivalent') – compare it to the fixture you are replacing to be sure it offers the same or more light.
- Where to use ENERGY STAR qualified light bulbs: To get the most energy savings, replace bulbs where lights are on the most, such as your family and living room, kitchen, dining room, and porch. Place bulbs in open fixtures that allow air flow and, if replacing a bulb operating on a dimmer or a three-way switch, look for bulbs specifically designed for these applications.
- How to choose ENERGY STAR qualified lighting: To choose the ENERGY STAR qualified light bulb or fixture with the right amount of light, choose one that offers the same lumen rating as the light you're replacing. Manufacturers will often label their packaging in terms of watt replacement, which can also guide your decision-making.

ENERGY STAR QUALIFIED HOME LIGHTING PRODUCTS

Compact Fluorescent Bulbs (CFLs)	Under-cabinet lighting	Wall sconces	Down lights
Ceiling fans with lighting	Torchiere floor lamps	Recessed cans	Task lights
Close-to-ceiling fixtures	Bathroom vanity lights	Desk lamps	Table lamps
Hanging pendants	Chandeliers		



**ENERGY STAR® Change a Light Day
Press Release Template**

FOR IMMEDIATE RELEASE
[DATE]

CONTACT:
[CONTACT NAME / PHONE]

**Mayor [NAME] Celebrates October 4, 2006
ENERGY STAR® Change a Light Day**

[CITY], [DATE] – In an effort to help [CITY] save energy, money, and reduce greenhouse gas emissions, Mayor [NAME] is encouraging [INSERT CITY NAME] citizens to celebrate **Wednesday October 4, 2006 as ENERGY STAR Change a Light Day**, with a pledge to change at least one light at home to an energy-efficient model.

Citizens are encouraged to switch to light fixtures or bulbs that have earned the ENERGY STAR label, which designates products that meet strict energy efficiency criteria set by the U.S. Department of Energy and the U.S. Environmental Protection Agency and supported by the U.S. Department of Housing and Urban Development.

Lighting accounts for nearly 20 percent of the average home's electric bill. ENERGY STAR qualified light bulbs use at least two-thirds less energy than standard bulbs and last up to ten times longer. If every citizen in [CITY] acts through this pledge to change just one bulb, together we would save a combined total of *[____ SEE BELOW FOR MORE INFO] kWh of energy and prevent more than [____ SEE BELOW FOR MORE INFO] pounds of carbon dioxide emissions into the atmosphere, which would be like removing [____ SEE BELOW FOR MORE INFO] cars from the road.

"Switching to energy-efficient lighting is an easy step we can each take to make a difference for our energy resources and our environment, all while saving money on energy bills today," said Mayor [NAME]. "I am asking you to take the ENERGY STAR Change a Light pledge with me to replace at least one incandescent bulb with an ENERGY STAR qualified light bulb." [CITY] residents can take the pledge at www.energystar.gov/changealight [OR IF THE CITY IS POSTING THE PLEDGE ON ITS WEBSITE, INCLUDE THE CITY'S WEB ADDRESS HERE]. Businesses and organizations can also show their commitment to energy efficiency and help to spread the word by posting a link to the pledge on their own Web sites.

Mayor [NAME] is joining with the federal government and governors from across the country to celebrate ENERGY STAR Change a Light Day and bring attention to the critical importance of using energy wisely at home. This commemorative day is the official kickoff of the national ENERGY STAR *Change a Light, Change the World* Campaign to encourage Americans to take simple actions at home to help preserve our energy resources and reduce the risks of global climate change. The national educational campaign is run in partnership with hundreds of retail stores, manufacturers, energy efficiency organizations, and state and territory governments. This annual campaign encourages Americans to be energy aware on ENERGY STAR Change a Light Day—and all year long.

**To customize for your local area, calculate with this formula using the city population number:*

of kWh = population (multiplied by) 282

Pounds of Greenhouse Gases = population (multiplied by) 445

Removing # cars = population (divided by) 141

For any questions on calculating the savings or for the assumptions/documentation behind these numbers, please contact Sarah Banas, Contractor to ENERGY STAR at changealight@cadmusgroup.com or 617-673-7105.

ENERGY STAR® Change a Light Day
Sample Proclamation Text

CITY OF [INSERT CITY NAME]
EXECUTIVE DEPARTMENT
A PROCLAMATION

WHEREAS, energy efficiency is important to the City of [INSERT CITY NAME], because it saves consumers and businesses money, and helps protect the environment because it lessens greenhouse gas emissions and reduces air pollution; and

WHEREAS, the nation's Mayors are committed to maintaining secure, safe and affordable energy resources for their citizens; and

WHEREAS, by taking the ENERGY STAR® Change a Light pledge – citizens of [INSERT CITY NAME] have the opportunity to save energy and to help voluntarily reduce greenhouse gas emissions by switching to ENERGY STAR qualified compact fluorescent lighting products in their homes; and

*WHEREAS, if every home in [INSERT CITY NAME] made this one change, our city would save [____ SEE BELOW FOR MORE INFO] kWh of electricity, the environmental equivalent of removing [____ SEE BELOW FOR MORE INFO] cars from the road while also reducing the amount of greenhouse gas emissions going into the air by [____ SEE BELOW FOR MORE INFO] pounds; and

WHEREAS, [INSERT CITY NAME] is proud to do our part in this nationwide effort, celebrating this day—ENERGY STAR Change a Light Day—to promote energy efficiency and environmental stewardship in every household, by installing ENERGY STAR qualified lighting;

NOW THEREFORE, I [INSERT NAME OF MAYOR] accept this pledge and encourage the citizens of [INSERT CITY NAME] to make this important change, and by virtue of the power vested in me as Mayor, hereby proclaim October 4, 2006, as

ENERGY STAR Change a Light Day

Given under my hand and the Great Seal of the City of [INSERT CITY NAME] this [DAY] day of [MONTH], A.D. 2006.

[SIGNATURE]
Mayor of [INSERT CITY NAME]

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Removing # cars = population (divided by) 141

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